

**WHAT IS CLAIMED IS:**

1. A gel comprising a scent and a matrix to form a scented gel, wherein the scented gel maintains its scent after one or more washes in cold water and mild detergent.
2. The gel of claim 1, wherein the scent comprises a water-soluble scent.
- 5 3. The gel of claim 1, wherein the scent comprises an oil-soluble scent.
4. The gel of claim 1, wherein the scent comprises an alcohol-soluble scent.
5. The gel of claim 1, wherein the scent is a multi-component scent mixture.
6. The gel of claim 1, wherein the scent and polymer matrix is permanent.
7. The gel of claim 1, wherein the matrix comprises one or more monomers that are  
10 catalyzable into a polymer.
8. The gel of claim 1, wherein the matrix comprises a plastisol gel and a hydrogenated rosin resin.
9. The gel of claim 1, wherein the scent and matrix is cured at less than 200 degrees Fahrenheit.
- 15 10. The gel of claim 1, wherein the scent has a flashpoint that is less than the curing temperature of the matrix.
11. The gel of claim 1, wherein the scent and matrix is colorless.
12. The gel of claim 1, further comprising a color.
13. The gel of claim 1, further comprising an antifungal agent.
- 20 14. The gel of claim 1, further comprising an antibacterial agent.
15. The gel of claim 1, wherein the matrix is adapted for deposition from between about 5 to about 800 microns.
16. The gel of claim 1, wherein the scent and the matrix are provided in a ratio from about 1:50 to about 50:1 (v/v), respectively.
- 25 17. The gel of claim 1, wherein the matrix comprises an "H" base polymer.

18. The gel of claim 1, wherein the scented gel has a ratio of about 100 parts matrix to about 2 to about 40 parts scent wherein the scented gel has a flash point of up to about 350 Fahrenheit and further comprising about 5 to about 7 parts of a thickener and about 2 parts catalyst.

5 19. A scented article comprising:

a substrate; and

a scented gel disposed on or about the substrate comprising a scent and a polymer matrix, wherein the cured scented gel maintains its scent following one or more washes in cold water and mild detergent.

10 19. The scented article of claim 19, wherein the substrate is selected from the products listed in Table 1.

20. The scented article of claim 19, wherein the scented gel is deposited on a substrate with a thickness of between about 5 and about 800 microns.

21. The scented article of claim 19, wherein the substrate has disposed thereon a  
15 design.

22. The scented article of claim 19, further comprising a protective layer that is deposited between the substrate and the scented gel.

23. The scented article of claim 19, further comprising a protective layer that is deposited on the scented gel.

20 24. The scented article of claim 19, wherein the substrate has a first surface that is generally not visible and the scented gel is deposited on the first surface.

25. The scented article of claim 19, wherein the scented gel has a ratio of about 100 parts matrix to about 2 to about 40 parts scent wherein the scented gel has a flash point of up to about 350 Fahrenheit and further comprising about 5 to about 7 parts of a thickener and about 2 parts catalyst.

26. The scented article of claim 18, wherein the scented gel carrier is deposited using a high speed printing machine.

27. A method for preparing a scented gel carrier, comprising the steps of:

mixing one or more scents with a matrix to form a scented gel carrier; and  
allowing the mixture to season for at least about one hour, wherein the resulting seasoned  
mixture when cured onto a substrate maintains a scent for at least about one week.

28. The method of claim 27, wherein the scented gel carrier may be dispensed onto a  
5 continuously moving sheet in a high speed manufacturing line.

30. The method of claim 27, wherein the scented gel carrier has sufficient mechanical  
integrity to retain its shape under ambient conditions; releases a scent in a manner that  
substantially preserves the native scent upon release; and may be provided to continuous  
process in a high speed line.

10 31. The method of claim 27 wherein the scented gel carrier comprises a ratio of about  
100 parts matrix to about 2 to about 40 parts scent wherein the scented gel has a flash  
point of up to about 350 Fahrenheit and further comprising about 5 to about 7 parts of a  
thickener and about 2 parts catalyst.

15 32. The method of claim 27, wherein the adhesive comprises a hydrogenated rosin  
resin.

33. The method of claim 27, wherein the scented gel carrier comprises 100 parts gel  
to 20 to 40 parts per scent in a hydrogenated methyl ester rosin resin with a flash point of  
up 350 F.

20 34. The method of claim 27, wherein the scented gel carrier is allowed to season for  
at least about one hour prior to application onto a substrate.

35. The method of claim 27, wherein the scented gel carrier is cured at about 275 F  
for at least about 15 seconds.

25 36. The method of claim 27, wherein the scented gel carrier is cured at about 275 F  
for at least about 15 seconds and the resulting cured scented gel carrier maintains a scent  
after at least two washes in cold water followed by air drying.

37. A method of applying a scent to an article, comprising the steps of;  
applying a scented gel carrier to a substrate; and

curing the scented gel carrier at a temperature that is at about or less than the flashpoint of the scent.

38. The method of claim 37, further comprising applying a protective coating to the substrate.

5 39. The method of claim 37, further comprising applying a protective coating to the scented gel carrier.

40. The method of claim 37, wherein the scented gel carrier is applied to the substrate by spraying.

10 41. The method of claim 37, further including the step of applying the scented gel carrier on a surface of the substrate that is not generally visible during use of the article.

44. The method of claim 37, wherein the scented gel carrier is colorless.

45. The method of claim 37, wherein the scented gel carrier is applied to the substrate by screen printing.

46. An article of manufacture made in accordance with the method of claim 37.